



EDITOR'S NOTES



Welcome to the inaugural issue of *Cal Poly Magazine*, which replaces *Cal Poly Today* with a new format and a fresh look at the university's traditions, current pursuits, and future directions.

This first issue reexamines Cal Poly's special approach to applied research, and highlights the learn-by-doing experience that informs the studies of all Cal Poly students. In our main feature, "The Practical Scholar: Balancing Research and Learning," we report how students collect data for a California toll-road project, create 3-D videos in an art and design computer class, and act as marketing consultants for a local bicycle-touring company.

Hands-on learning is also the recurring motif in our open letter from a White House intern ("Ms.

Carruth Goes to Washington"), in interviews of three freshmen completing their first year ("Making the Most of Year One: Bubba, Sarah and Matt on Their Own"), and in "University News" and "Alumni News" stories.

The magazine you hold is itself emblematic of Cal Poly's learn-by-doing credo. Not only has it been printed by the student-operated University Graphic Systems, but our own staff has developed expertise in new areas. Over many months we have planned, written, edited, and produced a publication that attempts to blend the best of the past with a more dynamic approach to campus news, resulting in a variety of design innovations.

"From the President," a column by President Warren J. Baker, will run as an occasional feature, and "View Across Time" has been modified into a more

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FROM OUR READERS

"A Look Back in Time" in *Cal Poly Today's* spring '97 issue featured Amelia Earhart's visit to Cal Poly in the summer of 1936. After the story appeared we received a phone call from **John**

Dietrich (EL '77), who recognized one of the students pictured with Earhart as his friend **Phil Jensen (AERO '36)** (shown as a student in our photo, left, standing to the left of the

famous pilot).

Jensen is now 83 and living in San Jose. When we contacted him about Earhart's visit, he recalled that her P-12 Boeing had "cracked up" and was at Cal Poly for repairs. He remembered occasionally seeing her "around the hangar."

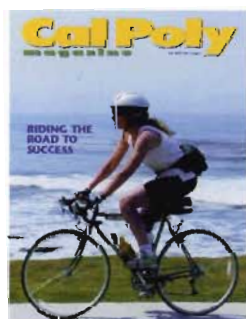
When Earhart's plane disappeared the following year, Jensen was "shocked about it." At the time, he was working in Burbank for Paul Mantz, who was also Earhart's technical advisor. "Everyone made a big noise when her plane disappeared," Jensen said. "Everyone was talking about it and looking for her." He noted that Mantz himself tried to find her, once going to identify wreckage falsely thought to be hers.

After his time in Burbank, Jensen had a successful career, first with Lockheed and then working

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Photo: University Archives, Cal Poly



ON THE COVER

Santa Fe, N.M., artist Sandy Place enjoys the benefits of Cal Poly's Small Business Institute (SBI) as she wheels along the blue Pacific of the Central Coast. She is participating in a trip arranged by a local bike-touring business owned by alumni who have used consulting services

provided by SBI finance, marketing, and accounting students. For the story — and a look at other ways in which Cal Poly students are taking their learn-by-doing experiences into the real world — see pages 5-8. (Photo by Doug Allen)

Editor's Notes continued from inside front cover

focused "A Look Back" into Cal Poly's history.

Alumni milestones are now listed under "Class Notes," and our fall advancement section is presented on pages 17-30.

Finally, we are initiating "From Our Readers" as a forum for readers' responses to articles, suggestions for future stories, or comments on the magazine itself (for information on how to mail in items, please see below).

For this first year, we are publishing fall 1997 and spring 1998 issues only, enabling us to produce a magazine within the same budget as *Cal Poly Today's* (for related

delays in printing alumni and *in memoriam* information, we apologize). We are exploring the possibility of taking outside advertising to help defray production costs for *Cal Poly Magazine* and move toward more frequent publication.


Meanwhile, we take a breath and launch this new effort. I hope you enjoy it. And I encourage you to write in and let us know what you think so we can continue to make *Cal Poly Magazine* better with each new issue.

Vicki Hanson


Vicki Hanson
Editor

From Our Readers continued from inside front cover



fastest flight from Cleveland to Los Angeles. He later returned to Lockheed, test flying planes during World War II. Although he had stints at other companies, such as TWA, he remained part of the Lockheed family for most of his professional life. 

Phil Jensen today

Please write us c/o "From Our Readers," Cal Poly Magazine, Heron Hall, Room 204, Cal Poly, San Luis Obispo, CA 93407 (fax 805/756-6533). Submissions should be typed or written legibly. We reserve the right to edit for brevity. 

Also, visit our Website at
<http://www.calpoly.edu/~communic/cpm/cpmhome.htm>.

Cal Poly magazine

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Please mail letters to the editor or queries regarding advertising to *Cal Poly Magazine*, Heron Hall, Room 204, Cal Poly, San Luis Obispo, CA 93407 (phone 805/756-7109; fax 805/756-6533). Submit written "Class Notes" items to the same address or via e-mail at: dp146@oasis.calpoly.edu.

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